CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. 1. A method for directing navigation of a visitor to a World Wide Web site, comprising:

2. receiving at least one search term from a visitor to a World Wide Web site;

3. selecting a navigation path based, at least in part, on said at least one search term,

4. wherein said navigation path is selected from a plurality of navigation paths; and

5. directing said visitor along said navigation path automatically.

1. 2. The method of claim 1, wherein said selecting a navigation path comprises:

2. scoring said at least one search term.

1. 3. The method of claim 1, further comprising:

2. associating a point value with each of a set of potential search terms.

1. 4. The method of claim 3, wherein said selecting a navigation path comprises:

2. determining a score based at least in part on point values associated with said at least

3. one search term.

1. 5. The method of claim 4, wherein said score is also based at least in part on demographic

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2 information associated with said visitor.

1 6. The method of claim 4, wherein said score is also based at least in part on an occurrence of an

2 external event.

1 7. The method of claim 4, wherein said selecting a navigation path comprises:

2 determining said navigation path based, at least in part, on said score.

1 8. The method of claim 1, further comprising:

2 associating each of said plurality of potential navigation paths with a respective one

3 of a plurality of score ranges.

1 9. The method of claim 8, wherein said determining a navigation path comprises:

2 determining a score for said at least one search term, wherein said score of said at

3 least one search term is within a scored range associated with said navigation path.

1 10. The method of claim 8, further comprising:

2 establishing a rule under which said navigation path can be selected from one of said

3 plurality of potential navigation paths.

1 11. The method of claim 1, further comprising:

2   establishing a rule under which said navigation path can be determined

1   12.   The method of claim 1, further comprising:

2   receiving compensation for directing said visitor to a specific World Wide Web site

3   based on said at least one search term.

1   13.   The method of claim 1, further comprising:

2   determining demographic information about said visitor.

1   14.   The method of claim 1, wherein said directing said visitor along said navigation path includes

2   at least one of the following:

3   automatically serving a jump page to said visitor;

4   automatically opening a window for said visitor;

5   automatically directing said visitor to a new World Wide Web site; and

6   automatically directing said visitor to a new Web page of said World Wide Web site.

1   15.   The method of claim 1, wherein said directing said visitor along said navigation path includes

2   serving a jump page to said visitor, said jump page including at least one of the following:

3   a link to a new World Wide Web site;

4   a link to a Web page on said World Wide Web site;

5   a link to filtered search results; and

6   a link to unfiltered search results.

1   o 16.   The method of claim 1, further comprising:

2   establishing a rule that must be satisfied before said visitor can be directed along said

3   navigation path; and

4   determining if said at least one search term satisfies said rule.

1   o 17.   The method of claim 1, further comprising:

2   associating each of said plurality of navigation paths to at least one of a plurality of

3   combinations of search terms, wherein said navigation path is selected only if said at least

4   one search term includes a combination of search terms associated with said navigation path.

1   18.   A system for directing navigation of a visitor to a World Wide Web site, comprising:

2   a memory;

3   a communication port; and

4   a processor connected to said memory and said communication port, said

5   processor being operative to:

6   receive at least one search term from a visitor to a World Wide Web

7   site;

8   select a navigation path based, at least in part, on said at least one

9   search term, wherein said navigation path is selected from a plurality of

10   navigation paths; and

11   direct said visitor along said navigation path.

1   19.   A computer readable medium for use in a server hosting a World Wide Web site, the

2   computer readable medium storing a computer program comprising:

3   computer readable means for obtaining at least one search term from a visitor to a

4   World Wide Web site;

5   computer readable means for determining a navigation path based, at least in part, on

6   said at least one search term, wherein said navigation path is determined from a plurality of

7   navigation paths; and

8   computer readable means for establishing said navigation path for said visitor.

1   20.   An apparatus for directing navigation of a visitor to a World Wide Web site, comprising:

2   means for obtaining at least one search term from a visitor to a World Wide Web

3   site;

4   means for determining a navigation path based, at least in part, on said at least one

5   search term, wherein said navigation path is determined from a plurality of navigation paths;

6   and

7   means for establishing said navigation path for said visitor.

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